

Abstract

The patterns of self-reported compliance under the effect of social influence and their relations to different personality variables in the context of Hong Kong were investigated in the present study. Different types of social influence principles; for instance, social proof and commitment/consistency were found to be underlying the compliance-gaining mechanism (Cialdini, 1987, 1993). In the present study, a significant trend of declining likelihood of compliance with declining degrees of social influence across different social situations and gender was discovered. No significant gender difference in the patterns of compliance with the effect of the different social situations and the different intensities in social influence were found; however, a three-way interaction among the intensity of social influence, social situation and gender on the likelihood to comply was revealed. Psychological variables, including independent and interdependent self-construals, as well as level of allocentrism were proved to be not the mediating factors driving the three-way interactions. It appears that in order to understand the compliance patterns found, other psychological variables have to be included in future studies. The present study was also aimed to analyze the factor structures of the Cultural Orientation Scale (Bierbrauer, Meyer & Wolfradt, 1994) and the Self-Construal Scale (Gudykunst, Matsumoto, Ting-Toomey, Nishida & Heyman, 1996) in the Hong Kong context. Results suggested that the Cultural Orientation Scale comprised two subscales measuring perceived level of collectivism of a culture of individual and the level of allocentrism of individual. For the Self-Construal Scale, new factor structures of the two subscales: independent and interdependent self-construals subscales, which were more consistent with the conceptualization of the independent and interdependent self-construals of Markus and Kitayama (1991) were discovered.